

NEW INVESTMENT: AARUSHA HOMES

Aarusha Homes was established in 2007 to provide affordable, temporary housing solutions in urban centers in India.

Aarusha's chain of **low-cost rental accommodations caters to students and low-income workers, many of whom are migrants struggling to get to urban centers.**

Aarusha's hostels are clean, professionally managed, and provide amenities such as food, electricity, internet and hot water.

Aarusha Homes helps improve education and employment outcomes by providing a stable, high-quality housing environment that is comfortable, convenient, spacious and safe.





INVESTMENT

Acumen's investment will be used to support the expansion of Aarusha's operations to new geographies where there are high concentrations of poor migrant workers and few affordable housing options.

WHY IT MATTERS

Through our work with companies that focus on vocational training and workforce development for migrant workers in India, we have come to recognize the importance of also investing in external support systems that can enable them to thrive once they leave home.

\$ 1M
IN CONVERTIBLE PREFERENCE SHARES

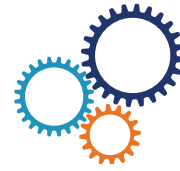
 **2.5M**
USD REVENUE IN FY2015

 **1**
BOARD SEAT



THE PROBLEM

- + Over the past 20 years, India has seen a 73% increase in its urban population. Most of this growth comes from migrants from rural areas in search of education or better jobs.
- + As a result, India has an urban housing shortage that affects more than 18.78M households.
- + Many migrant students and low-wage workers earn less than \$4 a day, making permanent home ownership neither affordable nor practical.
- + With the urban population likely to climb to more than 900 million people by 2050, scaling affordable housing solutions *now* is critical.



THE INNOVATION

- + With few affordable short-term rental options for migrant students and workers, Aarusha Homes has a competitive advantage in the temporary housing market.
- + Housing costs vary based on location, sharing level and income, allowing Aarusha to offer affordable housing to the widest spectrum of the socioeconomic ladder.
- + Aarusha's pay-as-you-go monthly rental model is tailored to meet the financial capacity of the migrant poor who are unable to make long-term financial commitments.



IMPACT TARGETS



POVERTY FOCUS

43%

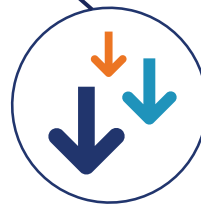
Of Aarusha's customers make less than \$2.50/day.



BREADTH

87K

Customers served over the next five years.



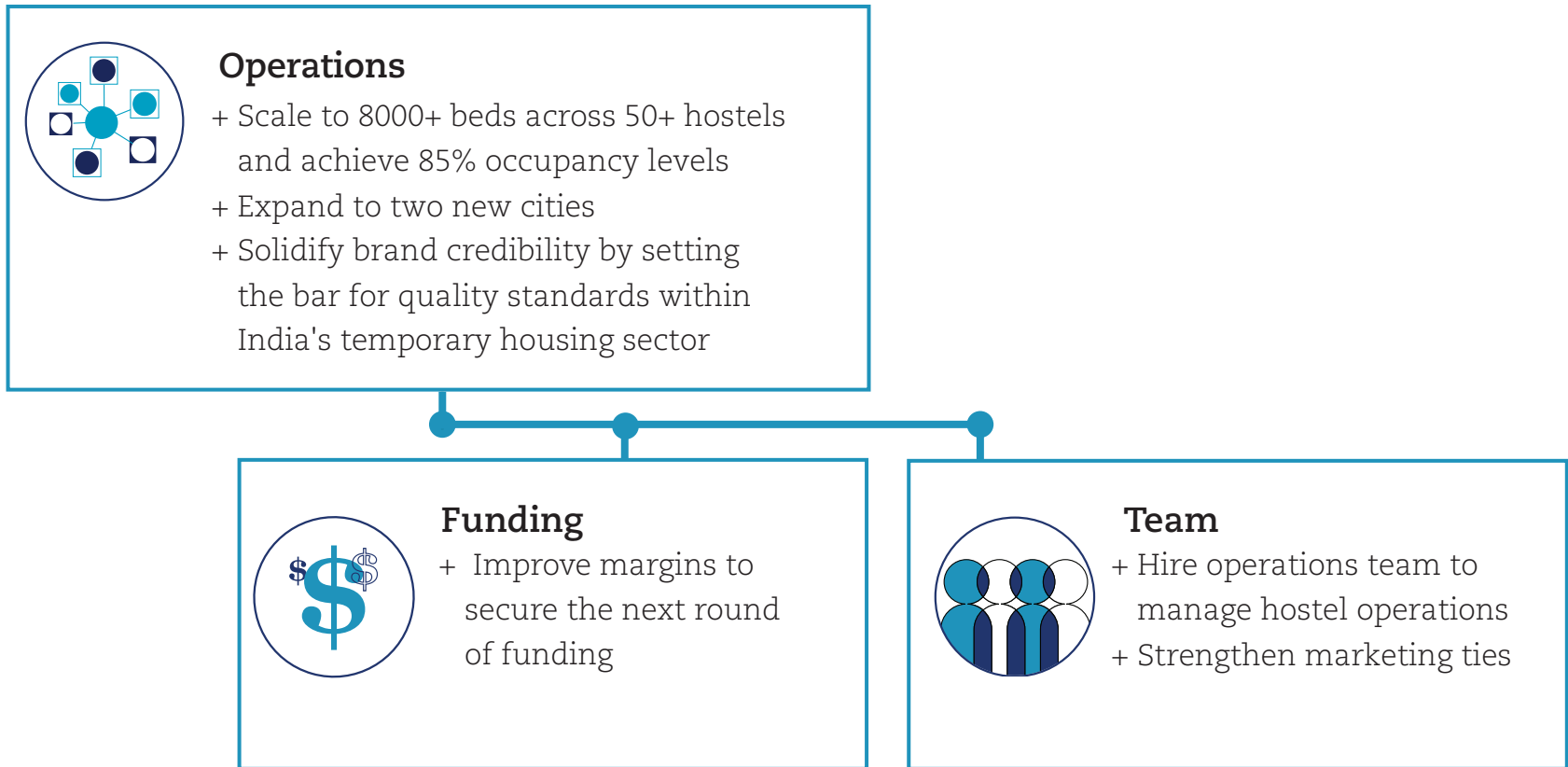
DEPTH

\$

Increased savings per customer due to lower monthly living costs.



2016 ANTICIPATED MILESTONES





STAY INFORMED



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